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ABSTRACT

This publication is designed to increase the general knowledge of staff, volunteers, and board members so that they may develop a conceptual framework for guiding and assisting an organization in sound fund-raising planning. The content is based on the premise that a knowledgeable constituency is an effective utilization of human resources, which results in more donors, funds, and volunteers. The first three chapters present information on how to base the fund-raising plan on the marketplace, develop the fund-raising plan, and understand donors and ethics in fund raising. The fourth chapter offers suggestions for organizing a successful fund-raising campaign, such as conducting a cost analysis and developing an organizational spreadsheet. Chapter 5 describes the pros and cons of different fund-raising strategies and shows how to create a fund-raising matrix. The final chapter contains suggested activities to include in a board member-staff seminar. Nineteen figures are included. The appendix contains a brainstorming worksheet. (LMI)

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